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Some important marketing tactics you should be implementing in 2016.

The marketing tactics below have been around for a while. However, many companies still have not implemented them in their business. This is a problem as I am sure many of their competitors have done so. The tactics below are no longer a luxury; they are a necessity especially in today's fast pace business world. All of them are set it and then tweak it. This is not an all-inclusive list of everything you should be doing for your business but it is a great addition to your overall marketing strategy.

Digital Re-Marketing

There are many platforms that offer the ability to use re-marketing but I will keep it to Google AdWords and Facebook.

Both services allow you to sign up and create a pixel or small bit of code that you would place into your website. This code places a cookie onto a visitor's computer. This cookie tracks them and when they land on a property where Google serves banner ads, your banner ad will be displayed. If it is on Facebook the same will happen. They go to your website and then to Facebook where they see your ad. It has probably happened to you. Re-marketing is a great way to keep your brand top of mind. Pricing varies but generally, it is affordable for any sized business.



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Responsive Email List Building With Smart Auto Responders.

Having an email list is great BUT having a responsive email list is better.

A great way to build your responsive email list is to offer free hyper-specific content or offer that is of high value to the prospect or customer. Then you advertise the free content. In order for them to get the content or the offer, they must give you their email address and name. I know what you are thinking. You don't like giving your email address out. I understand but keep in mind we are only looking for 10% - 20% of the visitors to do so. There will be more or less. However, when they do you can be sure that they are interested in the subject! That is the first step to a sale.

Let's do the math.

Assumptions:

Average sale profit is \$50.00

Lifetime Value of a Customer is three sales per year for an average of three years (nine purchases).

500 people visit your website or landing page based on an advertisement (so they are already interested).

50 sign up for the content or offer.

10 become first time customers. (\$4,500.00 profit)

$(10 \times 50 = 500 \times 3 = 1500 \times 3 = 4500)$

This is conservative as there will be more of the 50 that might convert later.



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How do you get interested persons on your email list?

Many companies send out a “newsletter” to its email list once a month but that is not what I am talking about here. This tactic works like a digital salesperson. The email list is built based on the interests of the prospect or customer. Then hyper-specific, targeted autoresponder emails are sent out on a schedule that sole purpose is to educate on the subject and to close a sale, sign up for a webinar, etc.

In addition to the initial email content, there are also links within the content that links to other related, but different, content. Once the link is clicked that persons email is put into another autoresponder list that contains emails to be sent on a pre-determined schedule that are hyper-specific and targeted to that new subject.

Think of it this way. You walk into an appliance store and ask about a refrigerator. The salesperson gives you all the benefits of owning a certain model. While they are speaking to you about it, you notice a shiny new microwave. You then ask about the microwave. The salesperson goes on to tell you about the microwave and that if you buy them together they will give you twenty percent off. This is similar to how the email auto responders triggered by subject would work. You learn about one subject then when another interests you and you click for more information, you are sent information about that subject. Pretty cool huh? And guess what? It's all automated!!!!



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Directly Targeted Offers Through Facebook

No, I don't own stock in Facebook. I wish, but you can't ignore 1.6 billion people.

Facebook allows you to upload an email list and target a specific ad directly to the persons on that list. It's called custom audiences. This is a GREAT way to target market offers specifically to customers who would benefit from them.

This is simple if you currently have a customer database defined by purchase behavior. (What?) Yes, I know that many of you do not have a customer database. The good news is there are many ways to fix this. Too many to list here so call me for more information.

Let's say you sell two different services. You have a customer database of people that have purchased service "A" but not service "B". You would create a landing page that speaks only about the service you will promote, create an ad, upload your list of customers who did NOT purchase the service that you are promoting in the offer and then upload the ad, set a budget and viola. Only the people who you have uploaded will see the ad. Nice? There are many other techniques so let me know if you want to explore them. Including the use of other people's lists.



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Blogging

Yes. I said it again. Blogging. Yuck, right? Only if you are not serious about raising your status as an expert or helping your search engine optimization efforts. When you blog informative articles you show people that you know your stuff. It helps build you as an expert and helps people decide if they want to do business with you. In addition, since you will be blogging about specific subjects related to your business it will also give you a boost in the search engines and generate more qualified traffic to your website. And qualified traffic is what you want.

You should try to blog five times a week. I know that might be overwhelming for you but maybe you have employees that can blog. The blog posts do not have to be too long. Just about two or three paragraphs. Be consistent in whatever you decide your blogging schedule will be. Track your website visitor count when you start and then in 90 days. Then call me and thank me.



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Customer Interaction Marketing

This is when you give your customers images and things to post on their social media. Here is one of the many tactics you could implement.

If you have a store apply a decal of your logo, tag line and website address to a one colored wall. Make sure you have room on the left for a person of approximately 5'5 to stand. Make sure that when the person stands there they see them and your logo in the picture. You take a picture of them. Send it to them via email or text and ask them to share it on their social media. You should also use this technique when creating video testimonials.

If you don't have a store you could make a portable stand up sign that would work the same way.

Advanced Testimonials

These aren't your grandmother's testimonials. These are video testimonials. Sometimes with case studies. They also could include written letters. Think of it as a media kit for each testimonial. They will be used on your website and on a flash drive or DVD to give to prospects. They shouldn't look produced. Try to include a personal story into them.



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Direct Response Mail With Personal Follow Up

Many companies think direct mail is dead but it is not. It must be done properly.

In my opinion, general direct mail is a waste of money. It is always better to have a specific offer in all of your direct mail. In this case I only want you to send a direct response direct mail piece to a manageable list of people that are not on the do not call list. You will mail them a sequence of direct mail. (Drip campaign) then you will follow up with a phone call. Yup I said it. You have to sell. On the other hand, if you are uncomfortable with this have a salesperson do it. Either way get it done. I am sure your competitors are not implementing this and you will take them by surprise. Keep in mind you will get about 95% hang-ups. This is fine.

I hope this helps you become more profitable. The good news is you can do these yourself or we can implement all of the tactics for you. Just let us know what you need.

As always your comments are welcomed and appreciated.